

Blind Vendors Council
January 25, 2018 Meeting Minutes

Members Present: Wayne Marsh, Anthony Paollini, Gary Pizollo, Rod Schmidlkofer, Thomas Newcomb

Others Present: Romy Mikhail, Andy Kloepfer; Elisha Jenkins, Debbie Harrington, Olufunso Ogunsoola

Guest Present: Laura Sappenstein, Department of Public Health, Linda Bensinger, Canteen

Rules of Engagement read by Rob Schmidlkofer.

November 20, 2017 meeting minutes, read by Rob Schmidlkofer, unanimous vote to accept as written.

Training: Healthy Vending Analysis

Sugar Tax: Rob reported on the new sugar tax that is being added to the cost of sodas. The increase will impact operators.

History: The Healthy Vending pilot started two years ago beverage 50/50 split and snacks 40/60 split. Data show no loss in income as a result of pilot despite Gary Pesola's expressed concerns. The #1 drink is Pepsi and #2 is diet drinks and water. Promotion strategy is key. It is recommended that vendors do not advocate as healthy choices. Advertise how healthy choices impacts (improves) certain diseases such as less sugar and diabetes. Pricing is the same across the state except Smyrna Rest Stop, which has higher prices because of the type location.

- a. Governor's initiative to reduce chronic disease over 5 year to have a healthy community, families, and workforce.
- b. Vending goal is to have maximum healthy choices despite the different recommendations of other agencies: NAMA - 25-30% split, AHA - 100%, CDC - 50% healthy beverage, 75% healthy
- c. Snacks Statistics show that more customers want healthy choices.

Operators' agreement:

- a. Operators agree to start with 40 – 60 split for two machines per operator.
- b. DPH will purchase advertising "Fit Pick" poster from NAMA. DPH & DVI will develop a poster together. DPH will look into State subsidy to make up losses. DPH will suggest a statewide communications strategy.
- c. Canteen will load the machines according to customers' tendency to purchase; from top across left to right for snack machines and from the middle for beverage machines.
- d. By the end of 2018 every machine will have cashless devices on them. Data show 13% lift in sales with card reader.
- e. All machines up to 40% by end of this calendar year with healthy snacks.
- f. At next meeting, February 22, 2018 the promotional messaging will be approved, operators will decide location of 40% changes, communications plan established and exact split on each machine determined.

Old Business:

Smyrna Rest Stop

- a. Snack machine first report of vending sales will come out end of January.
- b. Need to change stock in the Gift Shop to include books, hoodies, post cards, candy rack, and coffee.
- c. The Gift Shop will no longer accept consignments.
- d. Wayne Marsh made the motion to continue business at Smyrna Rest Stop through end of year. Tony Paollini second the motion. Unanimously voted in favor.

DTCC

- a. New manager Sean Ackerman.
- b. Internal catering has started back.
- c. External catering date to reconvene has not been determined.
- d. A meeting will be scheduled with DTCC and State Licensing Agency (SLA) new management, date TBD.

Strategic Planning

- a. Rewrite Delaware Code 9606
- b. Still working with Dover AFB to add this location

Audit Proposal

- a. Anthony motion; Wayne 2nd; voted unanimously in favor to accept Cover & Rossiter audit proposal.

New Business

- a. Financials (RSA2) are reported according to the federal reporting requirements.
- b. Mean is inflated by the inclusion of the State Agency.
- c. Median is the exact amount of the median (middle or 3rd of 5) operator.

Meeting adjourned at 12:00 PM